

ACTIVISION

SPRING
1982
VOL. 3

COMING SOON...IN JUNE!



Conceived and Designed by
Alan Miller

STARMASTER™ is a video voyage at warp speed. "This game pushes the player to the edge of the galaxy, and beyond," says Alan Miller.



We're so excited about our two new Activision video games that we pushed everything else off the front page.

Alan Miller has conceived and designed a video space experience which represents a quantum leap forward in video game design. STARMASTER™ hurries you to frontiers never before charted on a home video game.

Sensational graphics and realism transform your game system into a spacecraft control console. Your on-board computer monitors energy levels, starbases and ship damage.

Your mission to defend your starbases against attacking starlighters. Galactic charis pinpoint enemy targets, but you need all the help you can get. You're facing a wily foe and the unknown dangers of deep space. Time is definitely *not* on your side as meteor showers slow your attack and enemy particle cannons send you limping back to your orbiting starbase for repairs.

While STARMASTER™ transports you to outer space, CHOPPER COMMAND™ conceived and designed by Bob Whitehead, puts you back into Earth's atmosphere, hovering in the skies above the desert.

You're flying cover for a critical cargo of medical supplies. As your truck convoy snakes along the desert floor, you glance down at your long-range radar panel. The seemingly peaceful scene suddenly turns threatening when enemy choppers and jets attack your trucks.

You must react quickly, whipping your chopper around 180° and accelerating straight up. Your rapid-fire lasers blanket the sky as enemy ships respond with multi-warhead missiles and brilliant evasive maneuvers. This is the game for video veterans who think no game is fast enough to outsmart them.

Look for both of these games in your favorite store this June.



Conceived and Designed by
Bob Whitehead

As Bob Whitehead says, "You don't have to be a trigger-happy chopper pilot... but it helps."



SPECIAL HAPPENINGS

HONORARY DOG



Here she is: Sasha, honorary member of the "Bucket Brigade" with a score of 3,685! Sasha also plays ICE HOCKEY and is an honorary member of the "All Star Hockey Team." Thanks for the letter, Sasha - we enjoyed the paw print. (And thanks to your friends, Sue and Frank Triano, for taking your picture and helping write your letter.)



Cartoon by Roger Aubry

SPECIAL KIDS



Mission Valley School students: Eric Felt, Sean Heinz, Jamie Kalso and Mike Hardman.

These students from Fremont California's Mission Valley Resource Pro-

gram for Learning Disabilities were featured recently on KTVU's (Oakland, CA) nationally acclaimed Segment 2 television program. They are part of a project where selected Activation games are used by Learning Disabilities Clinicians, Michael Schoop, to pre- and post-test individuals with specific weaknesses in visual-motor (hand-eye) coordination.

The chance to play video games as part of this project started as a reward for successfully completing classwork. It proved so successful that it is now part of a special, individualized training program.



Special appreciation to James Woodward for his "Thanks, Gang" picture.

RUMORS FROM THE LAB

Get ready for action! Follow David Crane into the jungle for a new thrill-packed adventure. The lure of incredible treasures will make you press on, and put you face to face with one deadly peril after another.

Also, leaping from Activision's universe is a world of the weird and wonderful. Steve Cartwright has created a cosmic nightmare. The video game world has never seen an invasion this bizarre!

Look for both games in September.

LASER SMILES



Two of Activision's younger players, Daniel L. Heber, age 8, playing LASER BLAST™ with his sister Eliza cheering him on.

A C T I V I S I O N S



LASER BLAST™

The Laser Blasters are going strong. At last count, there are 8,500 "Federation" members. Keep blasting away!



FREEWAY™

1,500 kind-hearted folks have helped 20 or more of our feathered friends across the freeway to become "Foundation Members."



STAMPEDE™



GRAND PRIX™

The Grand Prix racers have been hard at work. We'll report on the number of members and the record holders of the

"Grand Prix Driving Team" in the next newsletter, so get your scores in to Jan and her staff.



73,754

Todd Rogers

157,000

Kenny Vance



Todd Rogers and Kenny Vance have scored again. This time they've made records chasing the little "dogies."

You met Todd Rogers in the Winter issue of "Activisions" as a record holder on "The Activision Ski Team" and the "World Class Dragstar Club." He scored 73,754 to become one of the top two members of the "Trail Drive."

Now, hang onto your lasso, because here comes Kenny Vance. Fell record holder of the "Bucket Brigade" and Winter record holder of the "Trail Drive" Kenny has broken his own Stampede record and scored a whopping 157,000!



BARNSTORMING™

Believe it or not, some of our Barnstorming players have already earned membership in "The Flying Aces." Watch for word of the "Aces" exploits in the next newsletter.

CLUB NEWS



KABOOM!™



Jonathan Rubin



Gary Speyer



Bob DeCecco



Brad Johnson

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The "Bucket Brigade" now contains 4,600 members, and there are four more world record holders at 999,999.

Jonathan Rubin of Scarsdale, New York, received his KABOOM!™ cartridge for his eighth birthday and quickly earned a world record score of 999,999.

Gary Speyer of Madison, Wisconsin, is sixteen and a high school junior. He's an enthusiastic player of video games. Welcome to the club, Gary.

From Methuen, Massachusetts, Bob DeCecco, 14 years old, wrote to tell us of his 999,999 score and to compliment Larry Kaplan and "The Activision Cast" on their great video games.

It took 16 year old Brad Johnson an hour and a half to reach his score of 999,999. Brad's a high school sophomore from Christopher, Illinois.



ICE HOCKEY

The "All-Stars" have earned real star billing at 5,500 members. Let's hear from you out there as soon as you are ready to lace up your skates and join the "All Stars."



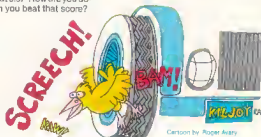
SKIING

3,000 members have joined the "Activision Ski Team" and, as of this writing, no one has broken Todd Rogers' fantastic 27.54 on the "slalom."



DRAGSTER®

The 3,500 membership of the "World Class Dragster Club" still has three record holders tied at 5.57. How are you doing out there; can you beat that score?



Cartoon by Roger Avery

OUR MILPITAS FAMILY



Pictured left are some of the sixteen full-time Activision staff members at Milpitas and a photo of the new facility.

At the new Activision manufacturing and distribution center in Milpitas, California, Activision video game designs are produced for our customers.

Jim Levy, president, and Allan Epstein, vice president, operations, cut the ribbon for the new facility on December 18, 1991. The plant is a 92,500 square-foot center and ships out hundreds of thousands of Activision cartridges every month. The Milpitas facility passed a milestone in March when it shipped more than 1,000,000 cartridges.

The plant is a fully-integrated operation, encompassing everything from receipt of raw material components to assembly to testing and shipping finished game cartridges.

"This new facility provides the capability for handling the enormous growth we expect for the next few years," says Jim Levy.

ACTIVISION ON CAMPUS



San Jose State University—Tom Pomeroy, vice president, marketing, is shown presenting awards at the San Jose State University Activision Collegiate Video Game Championship.

Twenty-one teams, representing 105 players, participated in the initial Activision Collegiate Video Game Championship on March 25 and 26.

The two-day event featured five of the most popular Activision games, **FREEWAY™**, **KABOOM!**, **GRAND PRIX™**, **SKIING** and **STAMPEDE™**.



Prizes were awarded to the best individual players and trophies to the three top-scoring teams. All participants received T-shirts and/or certificates.

The University of Wisconsin (Madison) hosted the second Activision Collegiate Video Game Championship, May 8 and 9.

Stanford University—Jim Levy, Activision president (at right above), and René McPherson, Dean of the Stanford Graduate School of Business, are shown at the "Conference of Entrepreneurship," April 3 at Stanford.

Levy was invited to speak on "Creative People Management" to an audience of graduate students, local entrepreneurs, and alumni of the Graduate School of Business and School of Engineering.

To give the conference participants a first-hand look at the results of creative people management—and some fun, too—Activision set up game systems and displayed **FREEWAY™**, **KABOOM!**, **STAMPEDE™**, **ICE HOCKEY**, **BARNSTORMING™** and **GRAND PRIX™**.

MEET THE ACTIVISION FAMILY

JAN'S CORNER

NEW FAMILY



Since the Winter Issue of **ACTIVISIONS** came off the press, we've added three new members to Customer Relations. I'd like to introduce you to Kevinanne Myers, Joe Kelley and Beverly Desmond, who are pictured above (left to right).

My staff is growing in proportion to the letters you send and the clubs you join, and we love it! Thanks to all of you for your participation.

Special recognition goes to the Roth brothers, Ernest Severen, Donny Neuman, David Feln, Larry Johnson, Todd Furst, Anthony La Salle, Christopher Adamo, Ryan Wexlsblall, the Lastra brothers, Jim Fossesca and Mika Schoenback for their "active" interest in Activision.

Our scrapbooks are bursting at the seams with the great pictures you send. Thanks for introducing us to your families and friends. And special thanks to James Nassour, Richard Fuller, Roger Avery and Carol Bentley for their creative cartoons!

A note of appreciation to Dean A. Martin in Ohio for his handmade badges and the photographs of his vast covered with Activision patches.

Would you believe it? Our mailing list has grown to 60,000 names. Keep on writing. We love to hear from you.

ACTIVISION

Activision, Inc.
Drawer Number 7287
Mountain View, CA 94042

"DEAR JAN"

"**STAMPEDE**" is so fascinating that I walk around looking like an eye strain commercial because of the hours of playing... Please do not advertise it for men of religion because it is certainly a game of strong language when those "dogies slip by."

"My wife was ready to divorce me on the grounds of negligence! Then I got her interested in **KABOOM!**" Now instead of fighting over the bills and work, we fight over who is going to lead off on every game. Next to the world news on T.V. at night it's the best thing to guarantee our insanity!"

"I just want you to know that your game is not only exciting for the younger generation, but for a widowed senior citizen also. I will be 68 in May and your **STAMPEDE** game has kept me from the lonely hours I had before I bought it."

"To David Crane: I cannot believe that you made **DRAGSTER**, **FISHING DERBY**, **LASER BLAST**, and **FREEWAY**. I have **FREEWAY**, and I love it. You probably have to be a genius."

"Every Sunday afternoon we have Activision championships. We have our own trophy cup, and the champ gets to keep the cup for a week. I got the cup this week!!!"

HOW TO JOIN A CLUB

Nine of the fourteen Activision games offer club membership. To become a member, you must fulfill the scoring requirements of one of the games and send a photo of your accomplishment to Activision.

Remember, all is not lost if you can't take a picture. Write and tell us your score. Enclose your address and phone number so we can get in touch with you.

DESIGNER

BOB WHITEHEAD



Bob Whitehead was born in Madera, California, a town in the heart of the farming country. However, his interest in the land was forgotten for many years while he attended San Jose State University, majoring in Computer Mathematics.

Then, one day his parents, who now live in Chowchilla, California (near Madera), happened to mention the annual rodeo and stampede. Bob was a senior designer at Activision by this time, and the idea for a fast and fun video action game, **STAMPEDE**, was born.

Now, he has turned from "dogies" to the desert... and we introduced you to his newest creation, **CHOPPER COMMAND** on the first page of this newsletter.

His unique and creative approach to games has now made him an award-winning designer. In 1981 **BOXING** was named for honorable mention in three award categories by Arcade Alley—Best Head-to-Head, Best Sports and Most Innovative Game. That triumph was followed by another Arcade Alley Award when **SKIING** was named the Best Solitaire Game for 1981.

Bob, his wife Karron, and their three sons live in San Jose, CA. Bob is an avid sports fan and is particularly fond of baseball.

Of video games he says, "They're here to stay. Not only are they fun to play, but they are bringing the computer into the home and demystifying the giant."